

AGENDA ITEM NO. 7

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF BOGNOR REGIS REGENERATION SUB COMMITTEE ON 8th JUNE 2016

PART A : REPORT

SUBJECT: Bognor Regis Seafront Improvements

REPORT AUTHOR: Caroline Gosford **DATE:** 23rd May 2016 **EXTN:** 37854

EXECUTIVE SUMMARY: A Seafront Delivery Plan has been created, drawing together all existing strategy, policy and consultation material. This report sets out proposals for future actions to deliver improvements in a phased and holistic manner.

RECOMMENDATIONS: That Bognor Regis Regeneration Sub Committee recommends to Full Council that:-

1. The Seafront Delivery Plan be approved
2. Delivery of 1st and 2nd Phase elements within the Seafront Delivery Plan (specified in 2.4) be undertaken by officers, stakeholders and partners over a period of time, subject to the necessary funding being available and other statutory approvals being obtained.
3. Procure or commission works to design and deliver the Play Area within the funding approved by Full Council in July 2015 as described in section 2.2.5 of this paper
4. Authority be given to the Head of Legal and Administration to enter into any legal agreements required in the delivery of elements of the Seafront Delivery Plan.
5. Licence/lease terms will be agreed by the Head of Finance and Property in consultation with the Cabinet Member for Corporate Governance as necessary in line with the Council's approved Scheme of Delegation.
6. Existing seafront concession licences/leases be further extended as required to fit the proposed programme for delivery of the proposed improvement works

1. BACKGROUND:

1a: Scope

Bognor Regis seafront is the subject of, or is included in many existing strategies including the Masterplan, Seafront Strategy and Concession Strategy, and consultations (see <http://www.arun.gov.uk/regeneration-in-bognor-regis> to view all these documents.

For many years, the existing seafront concessions have been awarded short-term licences and leases pending the Council agreeing a clear plan of action to improve the seafront. This has been a barrier to investment for the seafront businesses. It is planned that the

Seafront Delivery Plan will create a clear framework and guide that will attract longer term investment from the private, voluntary or public sectors.

Members have provided guidance and allocated significant funding towards improving the seafront, however there was no spatial plan that identifies what will go where along the promenade. The Seafront Delivery Plan aims to resolve this by creating a holistic and inclusive plan that can be delivered in phases when funding is secured, and thus unlock the barrier to the commencement of delivery work.

1b: Previous Decisions and Funding Allocations

Cabinet in September 2014 allocated Capital Budget of £250,000 for a pilot concession building on the seafront. Full Council 10th September 2014 approved a £50,000 draw-down from the approved Capital Budget of £250,000 to develop plans and costings to progress delivery of the pilot concession building. Cabinet in September 2015 allocated an additional Capital Budget of £50,000 for the pilot concession building.

Full Council 15th July 2015 approved £100,000 for a free-to-play children's play area in the vicinity of the central promenade. It also delegated the final decision to proceed with this project to the Bognor Regis Regeneration Sub-Committee and if Sub Committee supported this, delivery of the project was delegated to the Director of Environmental Services and the Portfolio Holder for the Environment.

Cabinet 15th September 2014 and Cabinet 14th September 2015 allocated Capital Budget of £400,000 for improvement works to public conveniences across the district of which approximately £200,000 has been allocated for the replacement of the existing underground public toilets on Bognor Regis seafront.

2. Work to date

In order to create a single permanent concession building large enough to house several concessions, there would be a need to build out onto the shingle beach. Arun District Council Engineers/Property and Estates researched this issue and reported back findings.

The mobile nature of the shingle on the beach means financial feasibility of constructing permanent buildings on or over the shingle is prohibitive. Engineers concluded that there was a risk of a combination of a super-high tide and violent storm destroying the beach and buildings on it, and also a potentially adverse effect on the adjacent sea defence. Property and Estates advised that the additional costs of creating stable foundations at least 20+ feet deep into the shingle beach to get to a load-bearing substrate beneath it, plus the cost of running services through the concrete coastal defence sea wall would make construction costs unfeasibly high. Officers concluded that whilst seafront buildings housing multiple concessions were not deliverable given the space constraints on the promenade smaller buildings would be feasible and if built on the promenade could be delivered in a cost effective way.

In order to progress the delivery of improvements to the seafront within the existing funding allocations, a spatial Delivery Plan for the seafront was required to set out where on the seafront each element should be ideally located within an overall masterplan for the seafront. It was considered that no further delivery work should be undertaken until this Plan was approved to avoid wasting finite financial and Officer resources.

2. PROPOSAL(S):

2.1 Seafront Delivery Plan

Suitably qualified consultants (AFLS & P Architects) were commissioned using the funds allocated by Full Council in September 2014 to prepare a Seafront Delivery Plan. This is based on existing strategies and research material including the Seafront Strategy, Arun Concessions Strategy and Colliers' Concessions Report, recommendations arising from the Stakeholder Workshop and public consultation, and the recently approved Neighbourhood Plan. The strategies included public consultation to guide their findings.

The Delivery Plan (See Appendix A) proposes thematic zones along the seafront, and the elements that make up each zone. It will enable phased delivery of enhanced facilities for visitors to the seafront which aim to create a stronger and higher quality offer and a better attraction encouraging more people to visit more often, stay longer and spend more on each visit. It will also provide significant revenue-generating opportunities for the Council.

It is proposed that architects will be commissioned to take this work forward to the next stage (see item 1.3 of Delivery Proposals below), and to undertake designs for the new toilets (1.4 below) and the pilot concession building (1.5 below). The first commission will be to create a holistic style guide for all future seafront promenade buildings to ensure that building styles and materials are complementary, and a more detailed design for the number, location and offer of permanent and temporary buildings within the Stalls Zone. Following on from that, designs for both the new above ground toilet building and the pilot concession building would be commissioned. It is proposed to use the same architect for these works.

2.2 Zones and Overall Principles

The zones are not intended to be rigid geographically or thematically and can evolve over time as circumstances change. Delivery of all elements of the overall Delivery Plan will not be immediate, however having an approved holistic Delivery Plan will provide a masterplan to inform the delivery over time and enable each element to be added as and when funding becomes available. There are existing buildings and concessions already operating on the seafront which will remain in place until alternative facilities are available, and licenses/leases will support their continued operation. Existing concessionaires will be invited to tender if they want to for new opportunities on the seafront as they arise.

2.2.1 Beach Zone

New beach huts along Butlin's fence area of the promenade. As there are still approximately 100 people on the beach hut waiting list, there is a clear market for this proposal. Provision of low maintenance, easily relocatable beach huts will be used, and this will also create a new income stream for the Council in line with the Vision 2020 objectives.

2.2.2 Activity Zone – Adventure Play

Gloucester Road carpark improved to increase parking capacity. Adventure play, focus on adults and older children. No funding or detailed plans for delivery are available at this stage, and the proposals are subject to neighbouring landowners' development plans.

2.2.3 Time-Out Zone

No specific activity, free space, open seafront views, "promenading" – walking, enjoying the seaside.

2.2.4 Stalls Zone

Cluster of permanent and/or temporary retail and/or catering outlets with new above-ground toilets. This location on the promenade is the widest point, creating the necessary space for buildings and for people to stop, sit and enjoy something to eat and drink. It also has relatively low shingle wash-over, and the most straightforward and cost-effective access to the all-important foul drainage service.

Space constraints mean that the provision of indoor seating within permanent concession buildings is unlikely, however outdoor space could be allocated. The new concession buildings will also provide a valuable source of income for the Council. There may also be seasonal, temporary and/or smaller concessions located within other zones as appropriate.

The current inadequate utility infrastructure on site will need to be redesigned to take account of potential future demands, and installed to provide each business premises with a single accessible connection point including appropriately sized, separately metered electricity, water and drainage (if required) services.

Approved funding is available for both the new toilet building and a new permanent pilot concession building within this zone. New accessible toilets are urgently required because the current underground provision is not DDA compliant, in poor condition and is unwelcoming, leading to abuse and misuse, and they are only open seasonally and are expensive to maintain. The toilet building will be located in the most suitable location within this zone. In all public consultations undertaken regarding the seafront, improved toilets are the number one priority.

The delivery route taken for the new pilot concession building will be informed by the experience gained with the Hotham Park Café project. It is envisaged that other future permanent concession buildings may then benefit from more private sector funding once the proof of concept has been demonstrated by the Council. The aspiration is to raise the quality of the offer and appearance of seafront concessions, and that at least some concessions could be open all year round in line with the Seafront Strategy and recent public consultation. It is planned to pilot this new approach in a one year trial with the Coffee Cup high quality food and drink business which is currently seeking planning approval.

Relocation of the bandstand to a new more fitting location and setting. It sits in the very widest part of the promenade, however it is currently only rarely used as a bandstand or anything else because of the exposed location and the open-sided design, and the maintenance overhead for the Council is high.

2.2.5 Activity – Kid Zone

Play facilities aimed at families with smaller children. The extended and improved Beach on the Beach sandpit and free-to-access new play area will sit within this zone. Previous public consultation indicates a lack of activities for smaller children on the seafront, and both Beach on the Beach and the new play area will address this.

The play area would be designed to complement the Beach on the Beach facility, and be located on the shingle (subject to further investigation by Engineers). An adjacent kiosk service would be retained, and ultimately a paid-for kiddie play facility on the lines of that near the pier could be located to this zone.

2.2.6 Gateway

A key link and crossing point between the town and the seafront through a shared surface table junction at the key crossing point. This concept will obviously need to be developed further with West Sussex County Council, and will also be advised by the results of the

traffic flow options study being undertaken for the Esplanade in the near future. Place St Maur to have some stylish, easily removable permanent retail/catering/market units. Appendix B demonstrates an example of this type of unit at Kingston on Thames. This initiative would improve the key link between town and seafront while creating a wind-break effect, and uplift the quality of what is on offer on Place St Maur, increasing dwell time and spend. It would also retain the existing market income, and bring new income for the Council from other kiosk outlets, and flexibly upgrade Place St Maur pending its final development within the Regis Site regeneration.

Consideration will also be given to revising the grassy mounds on the seaward side of Place St Maur to improve the sightline from towards the seafront, and reduce the bottleneck created by the market. This is subject to funding being available and the need to co-ordinate with any final development plans for the Regis Site.

2.2.7 Time-Out Zone

No specific activity, free space, open seafront views, “promenading” – walking, enjoying the seaside

2.2.8 Historic Quarter

Conservation Area reflective of the heritage of the town.

Bandstand to be relocated into Waterloo Gardens north of the existing weather station on the open grassed area. There is space to install it, and it is planned to install it in a bespoke setting with a mound or stepped grass surround for both shelter and audience seating. It would be in a location in keeping with its heritage, in a setting that makes it more usable as a bandstand, and the maintenance required would reduce in the more sheltered location.

Fishing boat area tidy up with a new building.

2.2.9 Public Realm

A public realm design will be commissioned for this stretch of the promenade. It will tie together the various zones with new seating, planting, paving, lighting and other street furniture. This will include a makeover for the existing beach showers to make them more visible (with the permission of Bognor Regis Town Council who own them), and the addition of new showers where necessary.

2.3 Progress Update

2.3.1 Liaison with Butlin’s Bognor Regis Resort

The Property and Estates Manager met with the Resort Director, Jeremy Pardey to share the proposals in the Seafront Delivery Plan with him as several of the zones impact directly onto the resort, and land that Butlin’s owns in Gloucester Road car park.

Butlin’s were very enthusiastic about the beach hut concept and expressed a desire to be a partner in this project.

The Delivery Plan proposals for the Adventure Zone around Gloucester Road car park and the adjacent promenade are not aligned with Butlin’s long-term plans for the Gloucester Road side of the resort, and Butlin’s own approximately half of the Gloucester Road car park. As yet, there are no detailed plans or allocated funding to deliver initiatives in this zone in the short term, however there was a firm commitment from Butlin’s to work with the Council, both in terms of providing the greatest regeneration benefit from the site and

working in partnership to deliver and operate regeneration initiatives there.

2.4 Delivery Proposals

Initiatives that have already been delivered and are in hand are set out below, together with the proposed first and second phase delivery priorities where Phase 1 projects have allocated funding and Phase 2 are viewed as a priority, but do not have allocated funding. All projects being delivered will endeavour to ensure accessibility for all and take account of other relevant equality issues.

Activity Phase 1	Indicative timing	Budget
1.1 Beach on the Beach – improvements and extension (sun-shading and flags to follow)	Open April 2016	£40,000 Full Council July 2015
1.2 Pilot new concession model for 1 year: high quality, all year round food & drink concession (Coffee Cup) subject to planning approval	Open summer 2016	Nil Income generation for the Council in year 1
1.3 Commission Architects to work up a holistic style guide for seafront promenade buildings, and a more detailed design for the number, location and offer of permanent and temporary buildings within the Stalls Zone	By late 2016	£50,000 Full Council Sept 2014
1.4 Commission Architects to create designs for a new toilet building. Enter into contracts to deliver the building. Subject to planning approval	Open Summer 2017	£200,000 Capital Budget Cabinet Sept 2014 and 2015
1.5 Commission Architects to create designs for a new permanent concession pilot building. Enter into contracts to deliver the building and appoint an operator. Subject to planning approval	Open Summer 2018	£250,000 Capital Budget Cabinet Sept 2014 and Nov 2015
1.6 Commission the design for free-to-access play area aimed at young children and enter into contracts to deliver play area in liaison with Director of Environmental Services and the Portfolio Holder for the Environment Subject to further investigation by Engineers	Open Summer 2017	£100,000 Full Council July 2015
Activity Phase 2	Indicative timing	Budget
2.1 Undertake feasibility work and cost estimates for Bandstand relocation. Create detailed design and enter into contracts to deliver the project once funding has been sourced. Subject to planning approval		
2.2 Commission a public realm design once funding for this is sourced		
2.3 Create a Business Plan for the Beach Huts project including income and payback period. Source relevant funding and enter into		

contracts to deliver the project. Subject to planning approval		
2.4 Create a Business Plan for the Place St Maur retail/market units project including income and payback period. Source relevant funding and enter into contracts to deliver the project. Subject to planning approval		

3. OPTIONS:

1. (Preferred option): Bognor Regeneration Sub Committee recommends to Full Council that the Seafront Delivery Plan be approved or;

Bognor Regeneration Sub Committee recommends to Full Council that the Seafront Delivery Plan is not approved

2. (Preferred option): Bognor Regeneration Sub Committee recommends to Full Council that delivery of 1st and 2nd Phase elements within the Seafront Delivery Plan (specified in 2.4) be undertaken by officers, stakeholders and partners over a period of time, subject to the necessary funding being available and other statutory approvals being obtained or;

Bognor Regeneration Sub Committee recommends to Full Council that delivery of 1st and 2nd Phase elements within the Seafront Delivery Plan (specified in 2.4) should not be undertaken by officers, stakeholders and partners over a period of time, subject to the necessary funding being available and other statutory approvals being obtained.

3.(Preferred option): Bognor Regeneration Sub Committee authorises the procurement or commissioning of works to design and deliver the Play Area within the funding approved by Full Council in July 2015 as described in section 2.2.5 of this paper or;

Bognor Regeneration Sub Committee does not authorise the procurement or commissioning of works to design and deliver the Play Area within the funding approved by Full Council in July 2015 as described in section 2.2.5 of this paper

4. (Preferred option): Bognor Regeneration Sub Committee recommends to Full Council that authority be given to the Head of Legal and Administration to enter into any legal agreements required in the delivery of elements of the Seafront Delivery Plan or;

Bognor Regeneration Sub Committee recommends to Full Council that authority not be given to the Head of Legal and Administration to enter into any legal agreements required in the delivery of elements of the Seafront Delivery Plan

5. (Preferred option): Bognor Regeneration Sub Committee recommends to Full Council that licence/lease terms will be agreed by the Head of Finance and Property in consultation with the Cabinet Member for Corporate Governance in line with the

Council's approved Scheme of Delegation or;

Bognor Regeneration Sub Committee recommends to Full Council that licence/lease terms will not be agreed by the Head of Finance and Property in consultation with the Cabinet Member for Corporate Governance in line with the Council's approved Scheme of Delegation

6. (Preferred option): Bognor Regeneration Sub Committee recommends to Full Council that existing seafront concession licences/leases be further extended as required to fit the proposed programme for delivery of the proposed improvement works or;

Bognor Regeneration Sub Committee recommends to Full Council that existing seafront concession licences/leases should not be further extended as required to fit the proposed programme for delivery of the proposed improvement works

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	X	
Relevant District Ward Councillors	X	
Other groups/persons (please specify) Existing Concessionaires, Town Centre Manager	X	

5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial	X	
Legal	X	
Human Rights/Equality Impact Assessment		
Community Safety including Section 17 of Crime & Disorder Act	X	
Sustainability	X	
Asset Management/Property/Land	X	
Technology		
Other (please explain)		

6. IMPLICATIONS: Financial through budget allocations and resource for relevant officer support for delivery plus income generated, Legal through leases/licenses required for concessions, Property/Land/Asset Management because the promenade is owned by the Council and Property and Estates will be delivering many of the construction projects. Community Safety – The Council has a statutory obligation to comply with S.17 of the Crime & Disorder Act. Any proposals to be implemented need to demonstrate they are technically and financially sustainable.

7. REASON FOR THE DECISION:

To regenerate and uplift the offer on Bognor Regis Seafront and provide a greater attraction to bring people to the town, stay longer and spend more.

1. BACKGROUND PAPERS:

Appendix A: Bognor Regis Seafront Delivery Plan

Appendix B: Kiosks at Kingston on Thames

BOGNOR REGIS SEAFRONT

Delivery Plan



Promenade



REGIS CENTRE



BUTLIN'S BOGNOR REGIS RESORT



BOGNOR REGIS PIER



BAND STAND

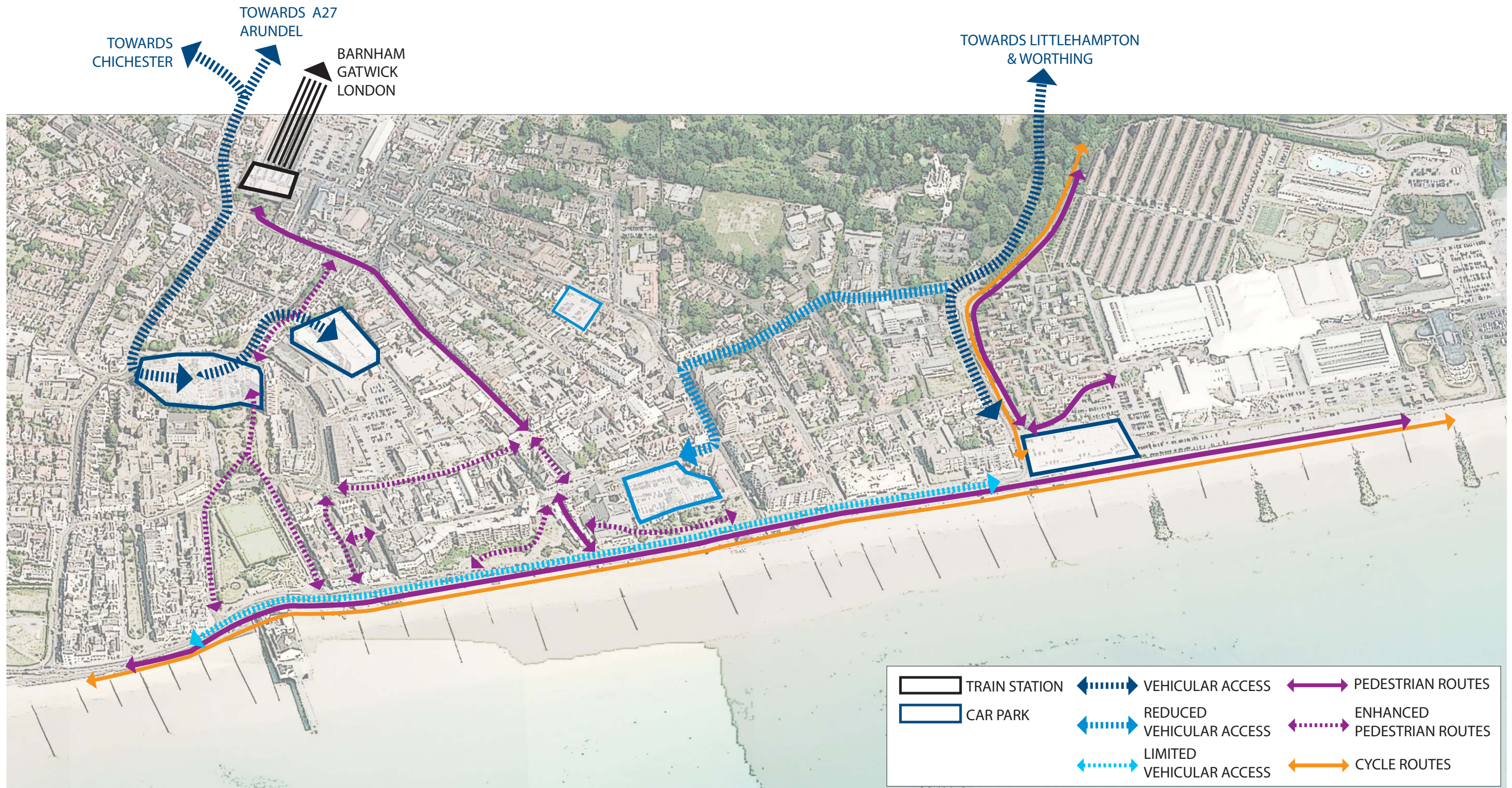


SHOWERS

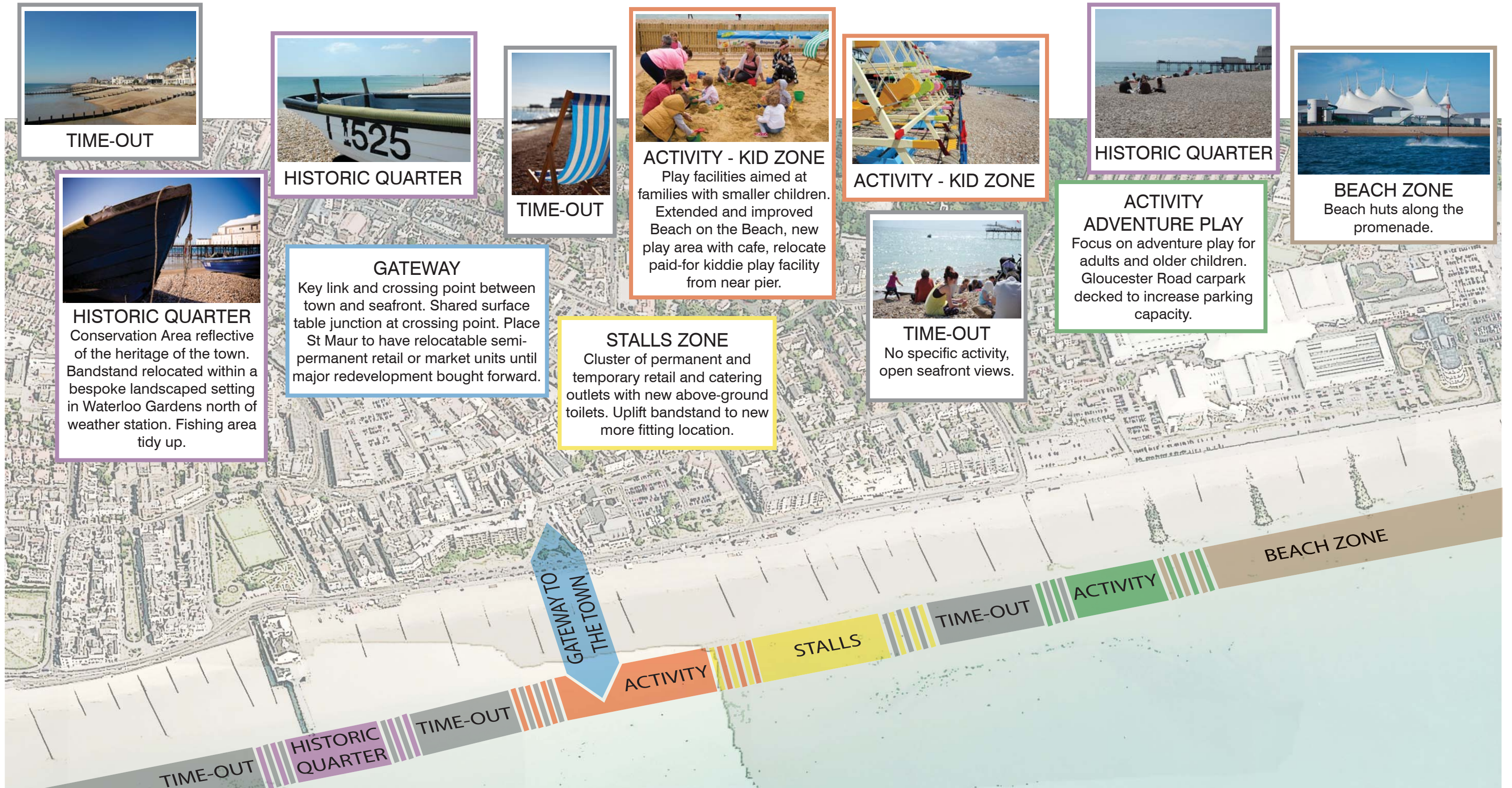


KIOSKS & SHELTERS

Access & Circulation



Seafront Zoning



Zones are conceptual and flexible and can evolve and change. They are not rigid geographically or thematically

Historic Zone





Kingston on Thames Market Place

See

https://www.kingston.gov.uk/info/200170/kingston_town_neighbourhood/855/kingston_ancient_market_place/8



